					Summary o	f our business	with the KA						
Sector/product		Us		Comp. Corp.		MeeToo			Total		Their category share	Change	
	Revenue	Share	Change	Revenue	Share	Change	Revenue	Share	Change		Spend		
Widgets	10,000	37%	2%	15,000	56%	-1%	2,000	7%	100%		27,000	12%	1%
Lengths	15,000	48%	-2%	15,000	48%	1%	1,000	3%	100%		31,000	10%	-1%
Applied Tools	12,000	44%	4%	10,000	37%	1%	5,000	19%	20%		27,000	32%	2%
Services	0	0%	0	30,000	100%	20%	0	0%	0		30,000	6%	20%
Total	37,000	32%	4%	70,000	61%	21%	8,000	7%	50%		115,000	17%	2%

	Our recent business history										
	Wen										
	Applied Tools		Acme won new supply agreement for global customer - World Group								
What	New Super Wigdet	Why	Share gain vs. Comp. Corp. as a result of product innovation								
		Lost									
	Lengths	Why	Volume loss to MeeToo price advantage								
What											
Implications	We will continue to lose to MeeToo unless we have a product/service advantage. We can't reduce price to compete in the short term. Current gains due to new innovation (but no new innovation planned and Arme winning new contract										

The KA important managers										
Name	Title	Responsible for	Interested in	Attitude to us	Our contact					
Per Larson	General Manager	Total business	Strategic partnership	Neutral	CEO					
Bert Smith	Senior Purchasing VP	Cost Center	Cost reduction (bonus on cost)	Neutral	Sales VP					
Serge Andre	Senior Buyer	Our category puchases	Constant supply, quality, cost	Positive	KAM					
Wolfgang Weiss	New Business Director	New business dev.	Innovation	no current conact	KAM					
Implications	We need to develop wider relationships - especially with the NB Director									

	The r	main drivers which will impact our gr	owth		
KA Name		Date of last update			
	Situation Sum	mary Assessment - with respect to th	s Key Account		
The Key Account wants					
Objective	Plans	Needs	Concerns		So what?
1 Cast reduction	Reduction of range/squeeze suppliers	I don't know yet	I don't know ye		I must find out
2 Win new global supply agreements	Create global supply model	To be able to supply globally within 24 hours	They no Asia supply	chein	We can support them directly
3 Develop own products	To partner with private manufacturers	To identify and test manufacturers	No experience - no kno	wiedge	We should pitch as the global partner
4					
5					
6					
The market is likely to					
1 European market in decline as manufo	acturing moves to Asia				
2 Environmental concerns will require n	ew green support				
3 Legislation in Europe expected to ban	all PCP in 2 years				
4					
5					
6					
The competition is likely to					
1Save share by price reduction					
2 Enter new markets with price offer					
3 Reduce innovation					
4 Add new low cost services					
5 Reduce sales force cover?					
We want					
1 To protect volume and margin					
2 To safeguard major supply agreement	ts				
3 To enter the Services market					
4					
5					
Relationship development					
Who	What	In	red		How
Global and Business Developent Managers	To develop more strategic relationships to position a supply portner - move away from price and facus on in geographical logistics support		nagers - agree internal support - sply plan - get internal support	Identify manage with	ns - colculate simple cost/benefit summary - meet VP Logistics to consider supply options

			The growt	th opportunity	y summary							
Opportunities - defend existing business	5											
What	Value	Cost to me	Ease of selling	i	I need			How		Sele	ected	
Lengths	2,000	500	Easy - if we reduce price	Te	To retain this business			Price reduction		To be	To be agreed	
				ī								
1				ī								
				ī								
Opportunities - grow existing business												
What	ī	I need			How			Selected				
Widgets	4,000	0	Easy	To win a	all new Acem agre	ements	Continue	Continue to position us as before			Yes	
				ī								
				i								
Opportunities - win new business												
What	Value	Cost to me	Ease of selling	i	I need			How		Sele	ected	
Services	20,000	0	medium	To c	create a credible o	ffer	Agree to supp	ply, work with CFC	2 and Ops. VP	к	Nes .	
Global Supply Agreement	200,000	15,000	Difficult	ī	A complete plan		Review specific needs with KA, review options with our senio team			Ms	sybe	
				ī								
		ļ ,		ī —								
Total value of potential new business					214,	,000						
Total selected potential new business					24,0	000						
Total potential growth %					20	0%						
Total selected growth %					38	1%						
,			Our	Growth Object	ctives							
				QI		c	Q2 Q3		Q4			
				Target	Projection/ Actual	Target	Projection/ Actual	Target	Projection/ Actual	Target	Projection/ Actual	
1. To win 4,000 new Widgets business by	y Q2			1		4,000						
2. To present and agree full global supply	y agreement	by end year		1		3,000		30,000		100,000		
3. To identify KA management team glob	sally and esta	ıblish working	relationships with all - quar	i '								